Amendments to the Claims

The following listing of claims will replace all prior versions, and listings, of claims in the application.

1.   (Currently amended) A method performed by a computer system, comprising:

storing a version of a hardcopy mass-produced printed paper, the version being displayable on a display device as a likeness of the paper;

in response to content of the likeness version, detecting a reference at a first location within the content of the likeness paper, the detected reference being associated with a second location, and wherein the detected reference is at least one of the following, other than a computer network address: an alphanumeric character; a symbol; a term; and a phrase; and

in response to the detected reference, embedding forming a hyperlink link within the version between the first location and the second location, the version being displayable on a display device as a likeness of the paper, and the first location being: displayable on the display device as part of the likeness; highlighted to indicate the hyperlink link; and selectable by a user to cause an operation associated with the second location.

2.   (Currently amended) The method of Claim 1 wherein the embedding forming comprises:

embedding forming the hyperlink link within the version, wherein the reference specifies a different location within the content of the likeness paper, wherein the second location is the different location, and wherein the operation includes displaying the different location on the display device as part of the likeness in response to a selection of the first location.

3.   (Cancelled).

4.   (Currently amended) The method of Claim 1 wherein the embedding forming comprises:

embedding forming the hyperlink link within the version, wherein the reference specifies an identity of a document external to the paper, wherein the second location is the document, and wherein the operation includes displaying the document on the display device in response to a selection of the first location.

5.   (Currently amended) The method of Claim 1 wherein the embedding forming comprises:

embedding forming the hyperlink link within the version, wherein the reference specifies an address of a website external to the paper, wherein the second location is the website, and wherein the operation includes displaying the website on the display device in response to a selection of the first location.

6.   (Currently amended) A system, comprising:

a computing device for:

> storing a version of a hardcopy mass produced printed paper, the version
>> being displayable on a display device as a likeness of the paper;
> in response to content of the likeness version, detecting a reference at a first
>> location within the content of the likeness paper, the detected reference
>> being associated with a second location, and wherein the detected
>> reference is at least one of the following, other than a computer
>> network address: an alphanumeric character; a symbol; a term; and a
>> phrase; and
> in response to the detected reference, embedding forming a hyperlink link
>> within the version between the first location and the second location,
>> the version being displayable on a display device as a likeness of the
>> paper, and the first location being: displayable on the display device
>> as part of the likeness; highlighted to indicate the hyperlink link; and
>> selectable by a user to cause an operation associated with the second
>> location.

7.   (Currently amended) The system of Claim 6 wherein the reference specifies a different location within the content of the likeness paper, wherein the second location is the different location, and wherein the operation includes displaying the different location on the display device as part of the likeness in response to a selection of the first location.

8.   (Cancelled).

9.   (Previously presented) The system of Claim 6 wherein the reference specifies an identity of a document external to the paper, wherein the second location is the document, and wherein the operation includes displaying the document on the display device in response to a selection of the first location.

10.   (Previously presented) The system of Claim 6 wherein the reference specifies an address of a website external to the paper, wherein the second location is the website, and wherein the operation includes displaying the website on the display device in response to a selection of the first location.

11.   (Currently amended) A computer program product, comprising:

a computer program processable by a computer system for causing the computer system to:

store a version of a hardcopy mass-produced printed paper, the version being
    displayable on a display device as a likeness of the paper;

in response to content of the likeness version, detect a reference at a first location
    within the content of the likeness paper, the detected reference being
    associated with a second location, and wherein the detected reference is at
    least one of the following, other than a computer network address: an
    alphanumeric character; a symbol; a term; and a phrase; and

in response to the detected reference, embed form a hyperlink link within the version
    between the first location and the second location, the version being
    displayable on a display device as a likeness of the paper, and the first
    location being: displayable on the display device as part of the likeness;
    highlighted to indicate the hyperlink link; and selectable by a user to cause an
    operation associated with the second location; and

apparatus from which the computer program is accessible by the computer system.

12.   (Currently amended) The computer program product of Claim 11 wherein the reference specifies a different location within the content of the likeness paper, wherein the second location is the different location, and wherein the operation includes displaying the different location on the display device as part of the likeness in response to a selection of the first location.

13.   (Cancelled).

14.   (Previously presented) The computer program product of Claim 11 wherein the reference specifies an identity of a document external to the paper, wherein the second location is the document, and wherein the operation includes displaying the document on the display device in response to a selection of the first location.

15.   (Previously presented) The computer program product of Claim 11 wherein the reference specifies an address of a website external to the paper, wherein the second location is the website, and wherein the operation includes displaying the website on the display device in response to a selection of the first location.

16.   (Currently amended) The method of Claim 2 wherein the <u>embedding</u> ~~forming~~ comprises:

embedding ~~forming~~ the <u>hyperlink</u> ~~link~~ within the version, wherein the operation includes displaying the second location on the display device as a likeness of an advertisement within the <u>content of the likeness</u> ~~paper~~.

17.   (Currently amended) The method of Claim 16 wherein the <u>embedding</u> ~~forming~~ comprises:

embedding ~~forming~~ the <u>hyperlink</u> ~~link~~ within the version, wherein the reference specifies an address of a website associated with the advertisement.

18.   (Currently amended) The method of Claim 1 wherein the <u>embedding</u> ~~forming~~ comprises:

embedding ~~forming~~ the <u>hyperlink</u> ~~link~~ within the version, wherein the reference specifies an identity of a file external to the paper, wherein the second location is the file, wherein the file includes visual image information, and wherein the operation includes displaying a visual image on the display device in response to the visual image information and a selection of the first location.

19. (Currently amended) The method of Claim 1 wherein the embedding forming comprises:

embedding forming the hyperlink link within the version, wherein the reference specifies an identity of a file external to the paper, wherein the second location is the file, wherein the file includes audio signal information, and wherein the operation includes outputting audio signals in response to the audio signal information and a selection of the first location.

20. (Currently amended) The method of Claim 1 wherein the embedding forming comprises:

embedding forming the hyperlink link within the version, wherein the reference specifies an identity of a script, wherein the second location is the script, and wherein the operation includes executing the script in response to a selection of the first location.

21. (Currently amended) The system of Claim 7 wherein the operation includes displaying the second location on the display device as a likeness of an advertisement within the content of the likeness paper.

22. (Previously presented) The system of Claim 21 wherein the reference specifies an address of a website associated with the advertisement.

23. (Previously presented) The system of Claim 6 wherein the reference specifies an identity of a file external to the paper, wherein the second location is the file, wherein the file includes visual image information, and wherein the operation includes displaying a visual image on the display device in response to the visual image information and a selection of the first location.

24.   (Previously presented) The system of Claim 6 wherein the reference specifies an identity of a file external to the paper, wherein the second location is the file, wherein the file includes audio signal information, and wherein the operation includes outputting audio signals in response to the audio signal information and a selection of the first location.

25.   (Previously presented) The system of Claim 6 wherein the reference specifies an identity of a script, wherein the second location is the script, and wherein the operation includes executing the script in response to a selection of the first location.

26.   (Currently amended) The computer program product of Claim 12 wherein the operation includes displaying the second location on the display device as a likeness of an advertisement within the content of the likeness paper.

27.   (Previously presented) The computer program product of Claim 26 wherein the reference specifies an address of a website associated with the advertisement.

28.   (Previously presented) The computer program product of Claim 11 wherein the reference specifies an identity of a file external to the paper, wherein the second location is the file, wherein the file includes visual image information, and wherein the operation includes displaying a visual image on the display device in response to the visual image information and a selection of the first location.

29.   (Previously presented) The computer program product of Claim 11 wherein the reference specifies an identity of a file external to the paper, wherein the second location is the file, wherein the file includes audio signal information, and wherein the operation includes outputting audio signals in response to the audio signal information and a selection of the first location.

30.   (Previously presented) The computer program product of Claim 11 wherein the reference specifies an identity of a script, wherein the second location is the script, and wherein the operation includes executing the script in response to a selection of the first location.